

**Hispanic**  
Quit Line Data Summary  
January 1 - March 31, 2004

	<b>Hispanic</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 83</b>	<b>N = 3,363</b>
<b>Percent of Statewide Calls</b>	3.4%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	7.7%	100.0%

  

	<b>Hispanic %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 83</b>	<b>N = 2,906</b>
Female	60.2%	64.2%
Male	39.8%	35.8%
<b>Race/Ethnicity</b>	<b>N = 83</b>	<b>N = 2,468</b>
Hispanic	100.0%	3.4%
<b>Age</b>	<b>N = 80</b>	<b>N = 2,642</b>
Less than 18 years old	2.5%	1.1%
18 - 24 years old	17.5%	15.2%
25 - 34 years old	30.0%	23.1%
35 - 44 years old	26.3%	24.6%
45 years and older	23.8%	36.0%
<b>Education</b>	<b>N = 79</b>	<b>N = 2,581</b>
Did not graduate high school	27.8%	19.0%
High school graduate	25.3%	36.0%
Some college/vocational school	43.0%	36.4%
College graduate	3.8%	8.6%
<b>Caller Type</b>	<b>N = 83</b>	<b>N = 3,052</b>
General Information	6.0%	12.6%
Health care provider	0.0%	3.6%
Tobacco user	94.0%	83.8%
<b>Payer Type</b>	<b>N = 64</b>	<b>N = 2,005</b>
Insured	32.8%	31.2%
Uninsured	32.8%	29.4%
Medicaid	34.4%	39.4%
<b>Heard About</b>	<b>N = 72</b>	<b>N = 2,412</b>
Past caller	12.5%	15.7%
Employer/worksites	0.0%	1.2%
Health care provider	31.9%	31.8%
Television	13.9%	11.9%
Outdoor advertisement (billboard/bus/wall)	1.4%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	1.4%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	6.9%	5.4%
Family or friend	26.4%	22.7%
Health Department	4.2%	5.4%
School	1.4%	1.4%